

Message Text

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ACTION EUR-12

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R 251125Z AUG 77
FM AMEMBASSY MOSCOW
TO USDOC WASHDC
INFO SECSTATE WASHDC 1356
AMEMBASSY BERLIN
AMEMBASSY BUCHAREST
AMEMBASSY BUDAPEST
AMEMBASSY PRAGUE
AMEMBASSY SOFIA
AMEMBASSY VIENNA
AMEMBASSY WARSAW
AMCONSUL LENINGRAD

UNCLAS SECTION 01 OF 02 MOSCOW 12343

USDOC FOR BEWT/TPD/THOMPSON; BEWT/TDAD/STECHSCHULTE

VIENNA FOR VONTILLIUS

E.O. 11652: N/A
TAGS: BEXP, UR
SUBJECT: S/ME TRADE PROMOTION SCHEDULE ON USCO FOR FY'79

REF: (A) USDOC 14279, (B) USDOC 14482, (C) MOSCOW 10273

1. IN SELECTING THEMES FOR FY-79 SEMINAR/MINI-EXHIBIT (S/ME)
SCHEDULE USCO GAVE HEAVY EMPHASIS TO FOLLOWING CONSIDERATIONS:
A) AREAS SOVIETS TAGGED FOR PRIORITY DEVELOPMENT DURING CURRENT
FIVE-YEAR PLAN; B) FIELDS WHERE IN PAST SOVIETS HAVE SHOWN
READINESS TO TURN TO WESTERN SUPPLIERS; C) AREAS IN WHICH USCO
PERCEIVES THAT U.S. COMPANIES ENJOY A COMPETITIVE POSITION; D) LAST,
BUT FAR FROM LEAST, SPECIAL AREAS OF INTEREST BROUGHT TO OUR
ATTENTION BY SOVIET ORGANIZATIONS IN COURSE OF PAST SEVERAL
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MONTHS. WITH RESPECT TO SCHEDULING OF INDIVIDUAL S/ME'S, IT IS
ALSO CRITICAL THAT WE AVOID CONFLICTS WITH MAJOR PROMOTIONAL
EVENTS SPONSORED BY SOVIET CHAMBER OF COMMERCE. OUR LIST OF S/ME
THEME PROPOSALS FOR FY 1979 WAS, HOWEVER, PREPARED WITHOUT
KNOWLEDGE OF 1979 SCHEDULE FOR CHAMBER'S SPECIALIZED INTER-
NATIONAL EXHIBITS. WHEN THIS LIST IS PUBLISHED AND WE HAVE IT IN
HAND WE MAY FIND IT NECESSARY TO MAKE SOME MODIFICATIONS IN OUR

PROPOSED SCHEDULE. FINALLY, AN EFFORT WAS MADE TO ACHIEVE SOME BALANCE IN OUR PROPOSED PROGRAM AS BETWEEN HEAVY AND LIGHT INDUSTRY, TO RATIONALIZE USCO'S INTERNAL WORKLOAD.

2. IN REVIEWING LIST OF SUGGESTED TOPICS FOR FY '79 S/ME'S, WE NOTE THAT ALL TOPICS COVER AREAS WHOSE DEVELOPMENT HAS BEEN SINGLED OUT FOR EMPHASIS DURING CURRENT SOVIET FIVE-YEAR PLAN. FOUR OF OUR PROPOSED EVENTS---INSTRUMENT/CONTROL EQUIPMENT FOR ENERGY PRODUCTION AND GENERATION, SEISMOLOGICAL TESTING EQUIPMENT, CONSTRUCTION EQUIPMENT FOR ARCTIC CONDITIONS AND CABLE AND WIRE EQUIPMENT---CONCERN THEMSELVES WITH THE SEARCH FOR SOURCES OF ENERGY, ENERGY GENERATION AND POWER TRANSMISSION. NEEDLESS TO SAY, THIS GENERAL AREA IS BEING GIVEN TOP SOVIET PRIORITY AND IS ALSO A FIELD WHERE U.S. FIRMS HAVE FARED RELATIVELY WELL CONCLUDING CONTRACTS IN USSR. STEEL PRODUCTION ALSO HAS ENJOYED LONG STANDING DEVELOPMENT PRIORITY AND SOVIETS ARE NOW PARTICULARLY INTERESTED IN IMPROVING CAPACITY FOR MANUFACTURE OF SPECIALTY STEELS. PROPOSED DECEMBER 1978 S/ME ON THIS TOPIC, WE BELIEVE, WOULD BE TIMELY FOLLOW-UP FOR VERY WELL-ATTENDED "STEEL'76" S/ME HELD LAST DECEMBER (1976). IN FACT, OUR RECOMMENDATION FOR THIS SLOT IS BASED PRIMARILY ON RECENTLY EXPRESSED INTEREST OF SOVIET MINISTRY OF FERROUS METALLURGY IN ANOTHER S/ME ON STEEL PRODUCTION TECHNOLOGY. WE WILL ENDEAVOR IN COMING MONTHS FURTHER TO REFINE THEME ON THIS BROAD TOPIC IN CONSULTATION WITH MINISTRY. BOTH RUBBER AND FOOD PROCESSING INDUSTRIES ARE AREAS RECEIVING INCREASED EM-
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PHASIS AS SOVIETS ATTEMPT TO UPGRADE CAPABILITIES IN CONSUMER GOODS PRODUCTION AND, IN CASE OF RUBBER, PROVIDE TIRES AND OTHER ACCESSORIES FOR MOTOR VEHICLES COMING OFF ASSEMBLY LINES AT RECENTLY CONSTRUCTED AUTOMOTIVE COMPLEXES. FIBERGLASS IS A MATERIAL WHICH, WE BELIEVE, SOVIETS WILL BE MAKING INCREASING USE OF IN YEARS TO COME AND WHERE THEY WILL BE FORCED TO TURN ABROAD FOR SOPHISTICATED TECHNOLOGY. NEED FOR SPECIALIZED WELDING EQUIPMENT IN THE USSR ALSO IS A CONTINUING ONE, ESPECIALLY IN VIEW OF AMBITIOUS ENERGY-RELATED CONSTRUCTION PROJECTS WHICH WILL FREQUENTLY BE CARRIED OUT UNDER HOSTILE CLIMATIC CONDITIONS.

3. FINALLY, AS A BROAD JUSTIFICATION, IN AUGUST 11 ECOTASS INTERVIEW, MINISTER FOREIGN TRADE RATOLICHEV SAID "THE PURCHASES OF MACHINES AND EQUIPMENT ABROAD ARE NOW CARRIED OUT, FIRST OF ALL, FOR EQUIPPING ENTERPRISES IN THE PARTICULARLY RAPIDLY DEVELOPING FERROUS AND NON-FERROUS METALLURGY, FOR THE CHEMICAL, GAS, PULP AND PAPER, LIGHT AND FOOD INDUSTRIES, FOR AGRICULTURE, FOR WATER CONSERVANCY AND RAILWAY TRANSPORTATION, AND ALSO FOR IMMEDIATE SERVICES TO THE POPULATION."

4. IT MUST BE EMPHASIZED THAT OUR PROPOSED LIST OF EVENTS IS

A PRELIMINARY ONE. USCO DEFERS TO USDOC'S JUDGEMENT REGARDING COMPETITIVENESS OF U.S. MANUFACTURERS IN EACH OF THE ABOVE INDUSTRY SECTORS. (REGARDING INDIVIDUAL EVENTS, USCO WILL OBTAIN A STRONG EXPRESSION OF INTEREST FROM THE PRINCIPAL SOVIET

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INDUSTRIAL AND END-USER MINISTRIES BEFORE DECIDING TO PROCEED.) AND FINALLY, OUR SEMINAR SCHEDULE, BEFORE BECOMING DEFINITE, WOULD ALSO HAVE TO OBTAIN BROAD PRIOR APPROVAL OF SOVIET CHAMBER OF COMMERCE AND STATE COMMITTEE FOR SCIENCE AND TECHNOLOGY.

5. AS REGARDS FOOD PROCESSING S/ME PROPOSED FOR MARCH 1979, WE INTEND TO GIVE STRONG CONSIDERATION--DEPENDING UPON INTERIM REACTION OF UKRAINIAN AUTHORITIES TO OUR FURTHER PROBES IN THIS AREA--TO SENDING PARTICIPATING FIRMS AS A TSS TO KIEV DURING FOLLOWING WEEK.

6. WE WILL PROVIDE BACK-UP S/ME THEME PROPOSALS FOR FY-79 BY SEPTEL.TOON

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